

Daniel P. Vrakas
County Executive



FOR IMMEDIATE RELEASE

Date: Wednesday, August 2, 2006
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County Seeks Input on Customer Service Priorities

Waukesha, WIS. – Waukesha County is seeking input from residents, businesses and other stakeholders through a “Customer Service Survey” designed to obtain feedback about service level expectations as part of a feasibility study for a Customer Relationship Management (CRM) system.

CRM systems have been widely used in the private sector to integrate people, processes and technology to maximize customer satisfaction.

The county’s goal is to study the benefits of CRM to determine if new technology and business processes could be used to improve the coordination and integration of cross-departmental service delivery opportunities to enhance customer satisfaction. It is part of an ongoing effort to provide constituents with convenient access to services and information in the most efficient and cost effective manner possible.

County Executive Dan Vrakas said, “Waukesha County is constantly looking for ways to implement private sector business models to improve operational efficiencies and to lower costs. We are currently studying the benefits of CRM to see if integrating such a system would be of value to our departments and to our residents.”

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“County Seeks Input on Customer Service Priorities,” *continued...*

Market Strategy Group, a national management consultancy, was awarded the county contract for the CRM study through a rigorous bid process. It will administer the survey with its business partner Premise Consulting Group.

Data obtained from it will help government officials gain a better understanding of how the public wants to conduct business with and receive service from the county. The information will be used to identify ways to streamline operations to more effectively interact with internal and external customers.

In addition to posting the survey on-line, it will be mailed to randomly selected residents and copies will be available at volunteer desks in the Courthouse and Administration Center and at all departments. Random telephone surveys might also be conducted. It will be available in all formats from August 3 – 16.

To access the survey electronically, residents are encouraged to find the “Customer Service Survey” link on the county’s website homepage at www.waukeshacounty.gov. It will take approximately 10 – 15 minutes to complete, and your input would be greatly appreciated.

The CRM study will be finished in the fourth quarter of this year. For more information about it, please contact study sponsor Sean Sander, Business Services & Collections Division manager, at (262) 896-8222.

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